

REP HEADLINE# 6401996 TRF# 339140 REP: TEL# 215-564-1206 FAX# 215 564 1103  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! NOV13/12 12.44  
ORDER WORKSHEET HARRIS REPORT FROM REP \*\*CHANGES\*\* \*\*\* WPXI-TV \*\*\*

ADV #	016759	ADV.	NAME	POLI/R CASEY/D/SEN/PA	REP. #	OFF.#	18	SALESMAN #
AGY #	02909	AGY.	NAME	SHORR JOHNSON MAGNUS	BUYER NAME	MICHAEL D'ETTORRE		
				1831 CHESTNUT STREET	SALES PRSN	WA-	CHERYL BLAIR	
				PHILADELPHIA, PA 19103				

ORDER # \_\_\_\_\_ CONTRACT # 6401996 \_\_\_\_\_ CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT BOB CASEY :30 10/30 EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE) \_\_\_\_\_

FLIGHT DATES OCT30/12 NOV6/12 WK-2 \_\_\_\_\_

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV13/12 12.44



STA:  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	WEEK INVT	DAYS	:TOTL: SPTS:
13	S		800A-900A	30		\$1,125.00	11/6	11/6	0		TUE	0
PROGRAM : TODAY SHOW												
14	A		530A-600A	30		\$1,125.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
ORD COM1: NEWS												
ORD COM2: SPT ARE BOOKED- THX JEN												
THIS IS A MAKE-GOOD FOR NOV6 ON LINE-13 FOR 1 SPOT/WK												
15	A		700P-805P	30		\$8,500.00	11/4	11/4	1		SUN	1
PROGRAM : FNA												
ORD COM1: FNA												
ORD COM2: SPT IS BOOKED- THX JEN												

REP HEADLINE# 6401996 TRF# 339140  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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NOV/12 28325.00

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

FAX# 215 564 1103

REP: TEL# 215-564-1206

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

HARRIS REPORT FROM STATION NOV2/12 15.09 \*\*\* WPXI-TV \*\*\*

TRF# 339140

REP HEADLINE# 6401996

\$\$\$ MOD# 0: APPROVED REV #2 \$\$\$

ADV # 016759 ADV. NAME POLI/R CASEY/D/SEN/PA

AGY # 02909 AGY. NAME SHORR JOHNSON MAGNUS

1831 CHESTNUT STREET

PHILADELPHIA, PA 19103

ORDER # CONTRACT # 6401996

PRDCT BOB CASEY :30 10/30 EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE NOV2/12 15.09

REP: TO JEN  
FR LINDSEY FOR CHERYL  
ADDED LINES  
TTLS \$19,825  
PLEASE CONFIRM, THANKS!

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

STATION MAKEGOOD OFFERS:  
M2 UNRESL BUY#13

MISSED: TUE/800A-900A  
OFFER: MON/530A-600A

CMT: NEWS

CMT: SPT ARE BOOKED- THX JEN

NOV6  
NOV5

30S \$1,125.00 (NOV2/12)  
30S \$1,125.00 PLS ADVISE.

M3 UNRESL

MISSED: BONUS

OFFER: SUN/700P-805P

CMT: FNA

CMT: SPT IS BOOKED- THX JEN

NOV4

30S \$8,500.00 (NOV2/12)  
PLS ADVISE.

CONTRACT TOTAL 19825.00  
TOTAL SPOTS 20

Revised total  
38600

Sun	7-805p	Football Night	\$8,500	1	\$8,500	Section 2
Tue	5-530a	News	825	1	\$825	Section 2
Tue	530-6a	News	1125	2	\$1,125	Section 2
Tue	6-7a	News	1650	1	\$1,650	Section 2
Tue	7-8a	Today Show	1275	1	\$1,275	Section 2
Tue	8-9a	Today Show	1125	1	\$1,125	Section 2
						\$14,500

339140

Bob Casen

June

15  
16  
17  
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